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FLOWERS AND FOLIAGE PLANTS

PRODUCTION AND SALES,
1968 AND 1969
INTENTIONS FOR 1970 IN
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLI
- ROSES
- FOLIAGE PLANTS

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DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of cut flowers, nursery products, bulbs, seeds, and bedding, vegetable, flowering, and foliage plants in one year. Only commercial producers growing any of the four cut flowers -- carnations, chrysanthemums, gladioli, or roses -- potted chrysanthemums or foliage plants are included in this report. All value figures, except for foliage plants, are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Total sales, except for foliage plants, in each State are converted to their equivalent wholesale value using the reported average wholesale prices. Foliage plant sales are on a "net sales" basis and are derived in each State by subtracting the cost of plant materials purchased from other growers from the gross value of sales. The published average price and percent change for intentions are derived from unrounded totals. Sales times average price does not necessarily equal the published wholesale value.

This report includes revised estimates for 1968 and preliminary estimates for 1969.

FLOWERS AND FOLIAGE PLANTS

Production and Sales, 1968 and 1969; and Intentions for 1970 in Selected States

Total value at wholesale of four important flowers and foliage plants in the 23 major producing States was \$228 million in 1969, 7 percent above the previous year, according to the Crop Reporting Board. Sales of cut carnations, gladioli, roses, chrysanthemums, and potted chrysanthemums grown in 23 States in 1969 had a whole-sale value of \$199 million, while net sales of foliage plants totaled \$29 million.

Wholesale value of total sales in 1969 for each type of cut flower in all 23 States was: \$47.7 million, carnations; \$54.0 million, cut chrysanthemums; \$21.3 million, gladioli; \$53.9 million, roses; and \$21.9 million for potted chrysanthemums. In the 23 States, value of sales for cut flowers for carnations was up 6 percent, cut chrysanthemums up 4 percent, gladioli up 1 percent and cut roses up 9 percent from 1968. Potted chrysanthemums showed an increase in value of 12 percent.

California continued as the leading producer of carnations, standard chrysanthemums, potted chrysanthemums, and roses. Florida was the leading producer of pompon chrysanthemums, gladioli, and foliage plants. Based on total wholesale value of the four cut flowers and potted chrysanthemums, California ranks first with \$57.8 million, followed by Florida with \$27.3 million and Colorado with \$14.6 million. Based on the net wholesale value of sales for foliage plants, Florida leads with \$15.5 million, followed by California with \$3.7 million, and Ohio with \$1.8 million.

CARNATIONS

Growers plan a 2 percent increase in the number of carnation plants in production in 1970. Of the 23 States in the survey, 7 intend to have more plants in production in 1970. California, the leading producing State, expects to have 4 percent more while Colorado intends to have 9 percent more plants producing in 1970. Growers in the third largest producing State, Pennsylvania, expect to reduce plantings 4 percent.

In 1969, growers in the 23 States sold 693 million blooms from 62 million plants. Number of blooms sold was 10 percent greater than the previous year. California sold 373 million blooms which accounted for about one-half of the 23 States total. Colorado, with one-fifth of the total bloom sales, was second with 145 million blooms. These two States accounted for 75 percent of the total carnations sold in the 23 States. Massachusetts growers sold 37 million blooms and Pennsylvania growers, 36 million, ranking third and fourth, respectively. Total wholesale value of 1969 sales in the 23 States was \$47.7 million. The average price of 6.9 cents per bloom in 1969 was down slightly from the 7.1 cents the previous year.

Standard carnations accounted for about 96 percent of all carnation plants in the 23 States. Total wholesale value of standard types in 1969 amounted to \$45.6 million. The average price of 7.4 cents per bloom in 1969 was slightly below the previous year average of 7.6 cents per bloom. Growers in the 23 States plan to increase production by 2 percent in 1970.

Miniature carnations made up about 4 percent of the total carnations in 1969. Value of sales at \$2.1 million was up from last year's \$1.6 million. Average price per bunch in 1969 at \$0.97 compared with \$1.01 per bunch in 1968. Growers plan to increase production by about 1 percent in 1970.

STANDARD CHRYSANTHEMUMS

A 4 percent increase in the number of standard chrysanthemum plants in production in the 23 States is indicated for 1970. Greatest gain is expected in Texas where the number of plants may increase from 1.0 million to 1.7 million.

In 1969, growers in the 23 major States sold 137 million blooms from 118 million plants. The number of blooms sold was nearly 5 percent above 1968. California was first in sales with 70.7 million blooms or 52 percent of the total, followed by Florida with 10.0 million blooms; Ohio, 9.4 million; and Pennsylvania with 6.6 million. These four States accounted for about 71 percent of the total 1969 sales in 23 States.

Wholesale value of 1969 sales was \$26.8 million for the 23 States, compared with \$26.4 million in 1968. Average price was 19.6 cents per bloom compared with 20.2 cents in 1968.

POMPON CHRYSANTHEMUMS

Growers in the 23 States indicated a 3 percent increase in number of pompon plants expected in production for 1970. Thirteen of the 23 States indicate an increase for 1970. However, most of the expected increase is in California and Florida.

Sales in 1969 in the 23 States were 8 percent above the previous year and totaled 32.9 million bunches from 141 million plants. Florida continued to lead production with 13.4 million bunches sold or 41 percent of the 23 State total. California was second with 9.6 million bunches (29 percent); and Pennsylvania third with 2.0 million bunches (6 percent). These three States accounted for three-fourths of total sales in 1969. Of the 32.9 million bunches sold, 93 percent were sold at wholesale.

The value of sales for 23 States was \$27.2 million, up 6 percent from 1968. The average price per bunch decreased from 84 cents in 1968 to 83 cents in 1969.

GLADIOLI

Gladioli growers in the 23 States intend to plant about 5 percent less acreage in 1970. Moderate increases are expected in 7 of the producing States. Declines are expected in 14 States.

In 1969, growers sold 27.2 million dozen spikes from 13,129 acres compared with 28.1 million dozen spikes sold from 12,934 acres a year earlier. Florida was by far the leading producer with 8,473 acres and 17.4 million dozen spikes sold. Production in Florida dropped 4 percent from 1968 but this State still accounted for 64 percent of the 23 State total. California was second with 3.6 million dozen spikes, followed by North Carolina with 2.1 million dozen, and New Jersey with 1.5 million dozen sold. Wholesale sales made up 99 percent of total sales, 2 percent more than the previous year. The total value at wholesale in 1969 was \$21.3 million for the 23 States, and the average price per dozen spikes was 79 cents. A year earlier the wholesale value of sales was \$21.1 million at an average price per dozen of 75 cents.

ROSES

Rose growers in 1970 plan a 4 percent increase in number of plants. The largest increase is in Colorado where growers plan to increase production by 60 percent.

In 1969, there were 427.4 million blooms sold in the 23 States, 5 percent more than in 1968. California growers sold 156.2 million blooms, 37 percent of the 23 State total. Pennsylvania was second with 45.1 million blooms. New York ranked third with 31.3 million and Illinois fourth with 28.2 million.

The value of sales for roses in 1969 was \$53.8 million, 9 percent greater than a year earlier. The average price in 1969 of 12.6 cents per bloom compared with 12.0 cents the previous year.

In 1970, growers plan a 3 percent increase in hybrid tea rose plants and 5 percent increase in miniature or sweetheart rose plants.

Hybrid tea roses accounted for 83 percent of all rose plants and 80 percent of the total value of sales of all roses last year. The average price for hybrid tea roses was 13.7 cents per bloom and for miniatures was 9.5 cents per bloom.

POTTED CHRYSANTHEMUMS

Growers of potted chrysanthemums intend to increase the number of pots in production by 8 percent in 1970. Most States expect to increase the number of pots, with largest gains expected in North Carolina, Florida and California.

In 1969, 14.3 million pots were sold, 6 percent greater than during 1968. Total wholesale value of sales in 1969 was \$21.9 million, up from \$19.6 million a year earlier. Average wholesale price per pot, at \$1.54, compared with \$1.46 the previous year. California was the leading producer with 2.3 million potted chrysanthemums sold, followed by Florida, Texas and Ohio.

FOLIAGE PLANTS

Foliage plant growers in 23 States had 31.5 million square feet in production in 1969, up 5 percent from 1968. Florida was the leading producer of foliage plants with 25.9 million square feet in production or 82 percent of the total for the 23 States. California was second with 1.8 million square feet and Texas, third with 1.4 million. These 3 States accounted for 92 percent of the total area in foliage plant production and 71 percent of the total net value of sales. Intended area in production for the 23 States in 1970 is expected to be about 3 percent more than in 1969.

The net value of sales totaled \$29.2 million -- up 12 percent from a year earlier.

Table 1.--Carnations, Chrysanthemums, Gladioli, Roses and Foliage Plants:
Gross wholesale value of sales, 1968 and 1969, in selected States

State	Gross wholesale value of sales 1/																Foliage plants 2/
	Carnations		Chrysanthemums				Gladioli		Roses		Total (4 flowers)						
			Standard	Pompon	Potted												
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	
Massachusetts ..	2,988	2,778	920	1,044	727	771	409	483	86	75	2,811	2,981	7,941	8,132	1,071	949	
Connecticut	832	883	373	415	465	517	447	506	10	6	2,605	2,775	4,732	5,102	145	151	
New York:																	
Upstate	367	375	841	842	765	776	641	606	324	241	2,250	2,816	5,188	5,656	305	363	
Long Island ..	759	655	753	587	455	540	289	241	3/	3/	1,723	1,946	3,979	3,969	1,041	876	
New Jersey	791	900	587	599	447	521	339	453	1,019	1,183	1,493	1,604	4,676	5,260	536	529	
Pennsylvania ...	3,491	3,064	1,750	1,734	1,743	1,701	780	992	101	99	6,199	6,726	14,064	14,316	1,021	899	
Ohio	1,760	1,578	2,690	2,394	1,210	1,143	1,540	1,656	135	124	1,864	2,089	9,199	8,984	1,578	1,853	
Indiana	375	400	1,053	1,161	453	417	595	626	129	117	4,039	4,760	6,644	7,481	*	*	
Illinois	684	660	988	1,045	774	829	1,050	1,202	513	580	3,675	3,666	7,684	7,982	335	294	
Michigan	300	169	347	338	447	314	1,024	1,184	306	396	1,902	1,985	4,326	4,386	529	629	
Wisconsin	370	353	402	419	405	398	811	765	22	*	618	687	2,628	2,622	125	135	
Minnesota	219	190	359	261	593	476	689	597	47	39	960	1,054	2,867	2,617	236	175	
Iowa	139	117	226	203	230	210	665	776	52	51	519	357	1,831	1,714	53	35	
Missouri	396	421	821	892	310	356	659	739	4	*	523	549	2,713	2,957	68	105	
Delaware	30	24	59	20	72	32	18	21	4/	4/	5/	5/	179	97	4/	4/	
Maryland	362	298	556	573	295	295	363	405	118	124	239	295	1,933	1,990	357	418	
North Carolina :	988	1,064	1,182	1,254	726	815	1,309	1,410	1,939	1,629	306	391	6,450	6,563	39	40	
Florida	*	*	1,804	1,888	9,591	9,977	1,518	1,977	12,713	13,129	516	372	26,142	27,343	13,757	15,497	
Tennessee	*	*	391	487	26	20	540	602	5/	5/	373	428	1,330	1,537	29	52	
Texas	13	7	270	247	87	47	1,831	2,130	21	*	30	8	2,252	2,439	869	1,478	
Colorado	10,862	12,546	145	179	197	215	294	371	31	39	870	1,230	12,399	14,580	*	*	
Washington	90	50	226	209	287	282	641	750	27	50	839	969	2,110	2,310	187	348	
Oregon	148	107	42	60	101	140	513	498	45	36	1,630	1,658	2,479	2,499	143	152	
California	18,471	20,566	9,641	9,962	5,230	6,403	2,630	2,948	3,473	3,387	13,245	14,512	52,690	57,778	3,028	3,675	
Unallocated	463	491	---	---	---	---	---	---	---	38	---	---	463	529	476	505	
23 States	44,898	47,696	26,426	26,813	25,636	27,195	19,595	21,938	21,115	21,343	49,229	53,858	186,899	198,843	25,928	29,158	

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales. 2/ Net value of sales. 3/ Long Island, New York, combined with Upstate New York to avoid disclosure of individual operations. 4/ Delaware combined with Maryland to avoid disclosure of individual operations. 5/ Production negligible.

Table 2.--Carnations, All: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	- Number -		- 1,000 plants -	Percent	- 1,000 blooms -		- Percent -		- Cents -		- 1,000 dollars -	
Massachusetts	129		4,488	3,750	37,001	37,416	93	92	8.1	7.4	2,988	2,778
Connecticut	64		813	804	10,296	10,880	77	80	8.1	8.1	832	883
New York:												
Upstate	147	125	528	442	5,099	5,712	57	58	7.2	6.6	367	375
Long Island	51	50	1,015	885	11,080	10,200	87	92	6.9	6.4	759	655
New Jersey	104	102	1,191	1,051	10,658	10,600	82	80	7.4	8.5	791	900
Pennsylvania	284	241	4,149	3,769	38,886	35,584	88	89	9.0	8.6	3,491	3,064
Ohio	204	194	1,926	1,667	17,046	15,774	70	74	10.3	10.0	1,760	1,578
Indiana	70	66	482	421	3,092	3,275	81	78	12.1	12.2	375	400
Illinois	95	78	949	854	8,571	8,301	83	89	8.0	8.0	684	660
Michigan	68	62	303	194	2,947	1,501	54	50	10.2	11.3	300	169
Wisconsin	86	82	367	347	2,928	2,831	87	88	12.6	12.5	370	353
Minnesota	51	46	184	162	1,840	1,644	78	61	11.9	11.6	219	190
Iowa	45	40	101	99	992	889	32	28	14.0	13.2	139	117
Missouri	46	47	770	779	5,460	4,384	80	79	7.3	9.6	396	421
Delaware	8	6	33	20	357	297	22	5	8.4	8.1	30	24
Maryland	30	28	525	424	3,717	2,990	73	69	9.7	10.0	362	298
North Carolina	32	27	1,010	908	9,146	9,908	94	96	10.8	10.7	988	1,064
Florida 3/	---	---	---	---	---	---	---	---	---	---	---	---
Tennessee 3/	11	12	1,429	863	10,416	11,333	99	98	4.4	4.3	463	491
Texas	8	4	29	5	145	46	38	21	9.0	15.2	13	7
Colorado	152	158	10,632	13,210	126,843	145,240	98	99	8.6	8.6	10,862	12,546
Washington	24	20	84	56	724	500	84	84	12.4	10.0	90	50
Oregon	16	14	164	164	1,417	1,139	67	67	10.4	9.4	148	107
California	263	285	25,004	31,015	321,484	372,762	99	100	5.7	5.5	18,471	20,566
23 States	1,988	1,861	56,176	61,889	630,145	693,206	94	96	7.1	6.9	44,898	47,696

1/ Miniature carnation bunch converted to 37 blooms for combining with standard carnations.

2/ Equivalent wholesale value of all sales.

3/ Florida combined with Tennessee to avoid disclosure of individual operations.

Table 3.--Carnations, Standard: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
Number	- 1,000 plants -		Percent		1,000 blossoms		Percent		Cents		1,000 dollars	
Massachusetts	125	102	4,275	3,826	3,495	91	29,897	29,387	93	9.3	8.6	2,780
Connecticut	60	61	682	612	591	97	6,559	5,478	72	10.6	12.4	695
New York:												
Upstate	123	114	489	426	390	91	3,841	3,529	58	8.6	9.0	330
Long Island	48	46	912	899	790	88	8,157	7,277	87	8.3	7.9	677
New Jersey	97	95	1,067	1,048	936	89	7,698	7,899	78	9.0	10.2	693
Pennsylvania	282	239	3,998	3,728	3,577	96	33,410	30,034	87	9.9	9.6	3,308
Ohio	204	192	1,892	1,702	1,622	95	15,862	14,368	68	10.8	10.5	1,713
Indiana	70	*	478	*	*	*	2,981	*	82	12.4	*	370
Illinois	94	73	930	793	824	104	8,053	7,191	83	8.2	8.6	660
Michigan	63	56	293	184	189	102	2,651	1,390	56	10.7	11.8	284
Wisconsin	86	82	365	350	345	99	2,817	2,757	88	13.0	12.7	366
Minnesota	*	*	*	*	*	*	*	*	*	*	*	*
Iowa	*	*	*	*	*	*	*	*	*	*	*	*
Missouri	*	46	*	799	756	95	*	4,125	*	9.9	*	408
Delaware	8	6	31	25	19	76	320	260	23	9.0	9.0	29
Maryland	30	27	514	457	414	91	3,421	2,657	71	10.3	10.8	352
North Carolina	32	27	1,007	904	895	99	8,998	9,686	94	10.9	10.9	981
Florida	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	7	9	324	360	350	97	2,466	2,571	95	8.6	8.1	212
Texas	8	*	29	*	*	*	145	*	38	9.3	*	13
Colorado	152	158	10,493	11,962	12,940	108	121,589	137,914	98	8.8	8.9	10,700
Washington	*	*	*	*	*	*	*	*	*	*	*	*
Oregon	16	*	163	*	*	*	1,343	*	70	10.7	*	144
California	261	280	24,587	29,118	30,236	104	301,097	338,648	99	6.0	5.9	18,069
Unallocated	164	191	1,613	1,222	1,140	93	9,122	8,300	78	9.8	11.3	894
23 States	1,930	1,804	54,142	58,415	59,509	102	570,427	613,471	95	7.6	7.4	43,270
												45,607

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales.

Table 4.--Carnations, Miniature: Number of producers, plants in production, sales, price, wholesale, value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		- 1,000 plants -		1,000 bunches		Percent		Dollars		1,000 dollars	
Massachusetts	38	42	213	254	192	217	100	94	1.08	1.15	208	251
Connecticut	24	29	131	159	101	146	134	90	1.36	1.40	137	204
New York:												
Upstate	33	40	39	46	34	59	113	55	1.08	.96	37	57
Long Island	13	12	103	95	79	79	100	95	1.04	1.02	82	80
New Jersey	33	34	124	119	80	73	97	92	1.22	1.28	98	94
Pennsylvania	43	50	151	189	148	150	102	91	1.24	1.20	183	181
Ohio	20	26	34	42	32	38	105	84	1.47	1.84	47	69
Indiana	4	*	4	*	3	*	*	46	1.66	*	5	*
Illinois	12	19	19	32	14	30	96	95	1.77	1.40	24	42
Michigan	18	16	10	4	8	3	132	16	2.14	1.75	16	5
Wisconsin	10	9	2	2	3	2	100	50	1.13	1.40	4	3
Minnesota	*	*	*	*	*	*	*	*	*	*	*	*
Iowa	*	*	*	*	*	*	*	*	*	*	*	*
Missouri	*	4	*	19	*	7	121	69	*	1.94	*	13
Delaware 2/	---	---	---	---	---	---	---	---	---	---	---	---
Maryland 2/	9	9	13	13	9	10	85	68	1.27	1.30	11	12
North Carolina	5	5	13	13	4	6	97	84	1.85	1.35	7	8
Florida	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*
Texas 3/	---	---	---	---	---	---	---	---	---	---	---	---
Colorado	20	31	139	210	142	198	129	96	1.14	1.38	162	272
Washington	*	*	*	*	*	*	*	*	*	*	*	*
Oregon	4	*	1	*	2	*	*	*	2.00	*	4	*
California	37	44	417	747	551	922	104	100	.73	.64	402	586
Unallocated	22	20	631	414	212	215	68	99	.95	.99	201	212
23 States	345	390	2,034	2,358	1,614	2,155	101	93	1.01	.97	1,628	2,089

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Delaware combined with Maryland to avoid disclosure of individual operations.

3/ Production negligible.

Table 5.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969 and indicated plants in production, 1970, in selected States.

State	Producers		Plants in production				Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1970 as:		1968	1969	1968	1969	1968	1969	1968	1969
					Intended, 1970	percent, of 1969								
	Number		- 1,000 plants -		Percent		1,000 blossoms		Percent		Cents		1,000 dollars	
Massachusetts	153	143	3,483	3,761	3,727	99	3,802	3,689	92	86	24.2	28.3	920	1,044
Connecticut	80	79	1,167	1,323	1,320	100	1,385	1,484	78	79	26.9	28.0	373	415
New York:														
Upstate	245	226	2,647	2,693	2,575	96	3,025	3,040	74	74	27.8	27.7	841	842
Long Island	73	66	1,921	1,687	1,326	79	2,748	2,425	92	91	27.4	24.2	753	587
New Jersey	149	139	1,586	1,585	1,571	99	2,310	2,322	80	76	25.4	25.8	587	599
Pennsylvania	338	312	5,774	5,654	5,549	98	6,861	6,619	74	75	25.5	26.2	1,750	1,734
Ohio	312	290	10,761	8,982	9,437	105	10,760	9,386	87	85	25.0	25.5	2,690	2,394
Indiana	129	123	3,263	3,509	3,522	100	3,311	3,446	82	85	31.8	33.7	1,053	1,161
Illinois	137	129	3,713	3,875	3,880	100	3,728	3,786	86	94	26.5	27.6	988	1,045
Michigan	115	98	1,094	1,058	1,098	104	1,214	1,087	70	76	28.6	31.1	347	338
Wisconsin	122	122	1,122	1,047	1,206	115	1,218	1,147	78	77	33.0	36.5	402	419
Minnesota	97	91	1,263	987	891	90	1,274	981	78	56	28.2	26.6	359	261
Iowa	71	70	685	622	648	104	802	679	70	70	28.2	29.9	226	203
Missouri	78	77	3,705	3,658	3,669	100	3,450	3,405	93	91	23.8	26.2	821	892
Delaware	12	8	153	61	53	87	214	69	33	5	27.4	29.0	59	20
Maryland	50	50	1,751	1,811	1,790	99	1,970	1,964	79	82	28.2	29.2	556	573
North Carolina	59	53	3,899	3,771	3,994	106	5,683	5,700	93	93	20.8	22.0	1,182	1,254
Florida	32	34	10,342	10,333	10,625	103	10,192	10,042	100	100	17.7	18.8	1,804	1,888
Tennessee	14	17	1,197	1,870	1,934	103	1,997	2,214	98	91	19.6	22.0	391	487
Texas	37	33	1,192	1,026	1,654	161	1,084	962	90	85	24.9	25.7	270	247
Colorado	21	25	447	650	631	97	512	749	72	74	28.3	23.9	145	179
Washington	49	57	522	562	631	112	794	680	88	97	28.4	30.7	226	209
Oregon	30	24	135	219	223	102	167	248	74	82	24.8	24.2	42	60
California	196	191	48,492	56,955	60,783	107	62,368	70,654	100	100	15.5	14.1	9,641	9,962
23 States	2,599	2,457	110,314	117,699	122,737	104	130,869	136,778	93	93	20.2	19.6	26,426	26,813

1/ Equivalent wholesale value of all sales.

Table 6.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production				Bunches sold:		Percent of		Wholesale		Value of		
	1968	1969	1968	1969	Intended	1970	1970 as percent of 1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		1,000 plants				Percent	1,000 bunches		Percent	Dollars		1,000 dollars		
Massachusetts	192	186	2,109	2,292	2,371		103	572	560	65	72	1.27	1.38	727	771
Connecticut	96	94	1,500	1,573	1,574		100	350	363	72	73	1.33	1.42	465	517
New York:															
Upstate	253	237	2,407	2,475	2,486		100	671	725	60	60	1.14	1.07	765	776
Long Island	87	77	1,439	1,503	1,524		101	505	519	82	81	.90	1.04	455	540
New Jersey	147	140	1,300	1,363	1,337		98	445	499	74	70	1.01	1.04	447	521
Pennsylvania	331	299	5,870	5,766	5,598		97	2,125	2,045	85	86	.82	.83	1,743	1,701
Ohio	291	276	3,887	3,860	3,802		99	1,130	1,010	76	78	1.07	1.13	1,210	1,143
Indiana	118	112	1,219	1,080	1,020		94	361	320	79	81	1.26	1.30	453	417
Illinois	135	124	2,795	2,899	2,623		90	623	625	76	86	1.24	1.33	774	829
Michigan	119	104	904	951	954		100	315	310	55	59	1.42	1.01	447	314
Wisconsin	130	130	1,009	1,066	1,083		102	251	240	69	80	1.61	1.66	405	398
Minnesota	104	92	1,136	1,054	1,054		100	466	413	63	47	1.27	1.15	593	476
Iowa	76	74	547	498	519		104	180	138	63	60	1.28	1.52	230	210
Missouri	62	58	880	972	1,027		106	301	322	83	86	1.03	1.11	310	356
Delaware	12	9	163	63	58		92	65	27	23	5	1.11	1.19	72	32
Maryland	53	49	841	772	742		96	259	247	76	72	1.14	1.19	295	295
North Carolina	41	41	3,018	3,026	2,880		95	867	929	98	97	.84	.88	726	815
Florida	50	51	70,160	78,041	81,180		104	12,521	13,447	100	99	.77	.74	9,591	9,977
Tennessee	7	10	66	63	69		110	20	18	66	71	1.34	1.11	26	20
Texas	21	16	505	183	459		251	116	31	94	90	.74	1.49	87	47
Colorado	22	23	709	1,023	653		64	155	185	72	79	1.27	1.17	197	215
Washington	56	63	953	933	931		100	258	224	83	96	1.11	1.26	287	282
Oregon	39	31	309	435	439		101	100	135	75	79	1.01	1.04	101	140
California	218	201	22,710	28,930	30,152		104	7,841	9,571	99	100	.67	.67	5,230	6,403
23 States	2,660	2,497	126,436	140,821	144,535		103	30,497	32,903	92	93	.84	.83	25,636	27,195

1/ Equivalent wholesale value for all sales.

Table 7.--Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1968 and 1969, and indicated acres in production, 1970, in selected States

State	Producers		Acres in production		Dozen spikes sold		Percent of sales at wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		- Acres -		1,000 dozen		Percent		Dollars	1,000 dollars
Massachusetts ...	25	18	54	55	71	66	95	96	1.22	1.14
Connecticut ...	14	9	17	14	11	7	75	88	.89	.92
New York:										
Upstate 2/ ...	57	51	187	51	378	267	91	91	.86	.90
Long Island 2/	---	---	---	---	---	---	---	---	---	---
New Jersey ...	36	34	511	567	1,400	1,546	99	99	.73	.76
									1,019	1,183
Pennsylvania ...	53	40	70	68	109	110	85	91	.93	.90
Ohio ...	31	27	152	87	143	128	91	94	.94	.96
Indiana ...	17	15	150	124	160	150	92	95	.81	.78
Illinois ...	40	33	853	754	966	1,008	99	100	.53	.58
Michigan ...	33	26	360	364	460	487	98	97	.67	.81
									306	396
Wisconsin ...	14	*	25	*	21	*	99	*	1.05	*
Minnesota ...	20	14	88	71	90	60	93	80	.53	.66
Iowa ...	11	8	46	48	44	38	95	97	1.20	1.35
Missouri ...	6	*	5	*	5	*	94	*	.80	*
									22	47
									52	4
									*	*
Delaware 3/ ...	---	---	---	---	---	---	---	---	---	---
Maryland 3/ ...	12	11	39	46	142	146	87	86	.83	.85
North Carolina	29	26	846	859	2,394	2,092	98	99	.81	.78
Florida ...	28	26	8,364	8,161	17,905	17,366	96	99	.71	.76
Tennessee 4/ ...	---	---	---	---	---	---	---	---	---	---
									118	124
									1,939	1,629
									12,713	13,129
									---	---
Texas ...	8	*	15	*	22	*	80	*	.98	*
Colorado ...	4	4	11	17	32	35	100	100	.98	1.11
Washington ...	13	10	116	85	30	37	98	98	.90	1.35
Oregon ...	14	10	45	45	37	28	91	95	1.24	1.29
California ...	27	20	980	1,041	3,660	3,566	100	100	.95	.95
									3,473	3,387
Unallocated ...	---	16	---	30	---	33	---	97	---	1.15
									---	---
23 States ...	492	398	12,934	12,488	28,080	27,170	97	99	.75	.79
									21,115	21,343

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Long Island, New York combined with Upstate, New York to avoid disclosure of individual operations.

3/ Delaware combined with Maryland to avoid disclosure of individual operations.

4/ Production negligible.

Table 8.--Roses, All: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		1,000 plants	Percent	1,000 blooms	Percent			Cents		1,000 dollars	
Massachusetts	14	16	721	916	1,071	117	21,539	23,308	98	13.0	2,811	2,981
Connecticut	7	11	844	850	839	99	21,977	21,145	100	11.9	2,605	2,775
New York:												
Upstate	14	15	733	761	708	93	15,298	16,568	99	14.7	2,250	2,816
Long Island	11	14	539	566	589	104	14,362	14,746	99	12.0	1,723	1,946
New Jersey	16	16	529	513	508	99	12,604	12,743	99	11.8	1,493	1,604
Pennsylvania	40	40	1,739	1,785	1,872	105	43,061	45,060	98	14.4	6,199	6,726
Ohio	22	23	596	650	682	105	11,953	11,485	94	15.6	1,864	2,089
Indiana	21	21	1,093	1,261	1,266	100	23,647	27,325	98	17.1	4,039	4,760
Illinois	21	20	1,226	1,307	1,309	100	30,061	28,187	94	12.2	3,675	3,666
Michigan	21	22	585	563	566	101	11,760	10,904	95	16.2	1,902	1,985
Wisconsin	9	14	164	177	190	107	3,689	3,899	99	16.8	618	687
Minnesota	21	22	369	342	358	105	7,296	7,522	80	13.2	960	1,054
Iowa	12	8	199	152	159	105	3,736	2,611	75	13.9	519	357
Missouri	6	8	174	184	172	93	3,671	3,280	97	14.2	523	549
Delaware 2/	---	---	---	---	---	---	---	---	---	---	---	---
Maryland	9	9	90	84	83	99	2,289	2,157	92	10.4	239	295
North Carolina	12	13	82	114	128	112	2,139	2,703	76	14.3	306	391
Florida	13	8	178	115	122	106	5,122	3,364	94	10.1	516	372
Tennessee	5	6	193	194	193	99	3,592	2,678	89	10.4	373	428
Texas	13	10	20	12	13	108	913	288	76	3.3	30	8
Colorado	15	18	277	372	594	160	6,747	9,231	97	12.9	870	1,230
Washington	9	9	264	302	319	106	6,053	6,976	100	13.9	839	969
Oregon	4	4	434	428	327	76	15,138	15,049	87	10.8	1,630	1,658
California	56	57	5,780	6,337	6,569	104	142,207	156,169	100	9.3	13,245	14,512
23 States	371	384	16,829	17,985	18,637	104	408,854	427,398	96	12.0	49,229	53,858

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 9.--Roses, Hybrid Tea: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/					
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969				
	Number	1,000 plants	Percent	1,000 blooms	Percent	1,000 blooms	Percent	Cents	1,000 dollars							
Massachusetts	14	16	533	715	844	*	118	13,750	15,210	*	98	15.0	14.7	2,063	2,236	
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
New York:																
Upstate	14	13	604	615	560	91	10,959	12,212	97	90	16.1	18.6	1,764	2,272		
Long Island	10	12	432	426	440	103	9,729	8,719	99	100	12.9	15.4	1,255	1,343		
New Jersey	16	15	413	401	399	99	8,639	9,104	100	99	13.2	13.7	1,140	1,247		
Pennsylvania	36	36	1,477	1,413	1,501	106	32,616	32,062	97	97	15.9	16.6	5,186	5,322		
Ohio	19	22	521	558	586	105	9,404	9,203	82	94	17.0	19.7	1,599	1,813		
Indiana	19	19	933	1,085	1,032	95	17,862	20,702	98	95	18.4	18.8	3,287	3,892		
Illinois	20	20	967	1,026	1,028	100	22,540	19,933	92	96	13.3	14.5	2,998	2,890		
Michigan	18	20	468	454	457	101	8,146	7,793	96	96	18.7	20.4	1,523	1,590		
Wisconsin	*	13	*	132	142	107	*	2,473	*	98	*	20.4	*	*	504	
Minnesota	20	22	284	260	270	104	5,004	5,032	72	76	15.2	16.1	761	810		
Iowa	11	*	167	*	*	*	3,029	*	81	*	14.9	*	451	*	*	
Missouri	6	8	140	148	140	95	2,559	2,228	97	100	16.2	18.8	415	419		
Delaware 2/	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Maryland	9	8	73	68	67	99	1,651	1,498	91	94	11.4	15.5	188	232		
North Carolina	*	13	*	96	109	114	*	2,107	*	80	*	16.5	*	*	348	
Florida	11	*	124	*	*	*	3,222	*	91	*	11.3	*	364	*	*	
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Colorado	13	16	205	284	447	158	4,281	6,064	96	98	14.9	15.1	638	916		
Washington	8	9	191	226	241	107	3,845	4,428	100	99	16.7	15.9	642	704		
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
California	53	57	5,173	5,671	5,863	103	123,243	131,405	100	100	9.7	9.8	11,955	12,878		
Unallocated	50	41	1,259	1,312	1,247	95	29,403	27,036	93	93	13.6	14.5	4,012	3,933		
23 States	347	360	13,964	14,890	15,373	103	309,882	317,209	97	97	13.0	13.7	40,241	43,349		

* Unallocated to avoid disclosing individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 10.--Rosses, Miniature or Sweetheart: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		- 1,000 plants -	Percent	1,000 blossoms	Percent	Cents		1,000 dollars			
Massachusetts	9	12	188	227	113	*	7,789	8,098	100	98	9.6	9.2
Connecticut	*	*	*	*	*	*	*	*	*	*	748	745
New York:.....											*	*
Upstate	11	12	129	148	102	102	4,339	4,356	97	99	11.2	12.5
Long Island	9	12	107	149	106	106	4,633	6,027	100	100	10.1	10.0
New Jersey	13	13	116	109	97	97	3,965	3,639	97	96	8.9	9.8
Pennsylvania	29	29	262	371	100	100	10,445	12,998	87	99	9.7	10.8
Ohio	12	13	75	96	104	104	2,549	2,282	90	94	10.4	12.1
Indiana	15	14	160	234	133	133	5,785	6,623	100	98	13.0	13.1
Illinois	16	14	259	281	100	100	7,521	8,254	86	89	9.0	9.4
Michigan	14	15	117	109	100	100	3,614	3,111	94	94	10.5	12.7
Wisconsin	*	7	*	45	107	107	*	1,426	*	100	*	12.8
Minnesota	19	18	85	88	107	107	2,292	2,490	84	87	8.7	9.8
Iowa	8	*	32	*	*	*	707	*	74	*	9.6	9.4
Missouri	6	5	34	32	89	89	1,112	1,052	93	100	9.7	12.4
Delaware 2/	---	---	---	---	---	---	---	---	---	---	---	---
Maryland	7	6	17	16	100	100	638	659	96	97	8.0	9.6
North Carolina	*	5	*	19	108	108	*	596	*	92	*	7.2
Florida	11	*	54	*	*	*	1,900	*	98	*	8.0	*
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*
Texas	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	10	12	72	147	168	168	2,466	3,167	99	99	9.4	9.9
Washington	7	7	73	78	103	103	2,208	2,548	100	100	8.9	10.4
Oregon	*	*	*	*	*	*	*	*	*	*	*	*
California	25	38	607	706	106	106	18,964	24,764	100	100	6.8	6.6
Unallocated	20	26	478	406	92	92	18,045	18,099	93	95	8.6	9.2
23 States	241	258	2,865	3,264	105	105	98,972	110,189	95	97	9.1	9.5
											8,988	10,509

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 11.--Potted Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated pots in production, 1970, in selected States

State	Producers		Pots in Production				Pots Sold		Percent of sales at		Wholesale price		Value of sales at	
	1968 : 1969		1968 : 1969 : 1970 as : 1969				1968 : 1969		1968 : 1969		1968 : 1969		1968 : 1969	
	Number		- 1,000 pots -	Percent	1970	1969	1,000 pots	Percent	Dollars	Dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Massachusetts	67	69	277	307	316	103	274	301	88	1.49	1.60	409	483	
Connecticut	43	42	250	289	278	96	245	278	97	1.82	1.82	447	506	
New York:														
Upstate	154	158	441	415	410	99	420	395	89	1.53	1.53	641	606	
Long Island	37	25	179	126	121	96	174	123	94	1.66	1.96	289	241	
New Jersey	63	67	193	256	237	93	186	249	92	1.82	1.82	339	453	
Pennsylvania	220	199	584	631	668	106	546	615	84	1.43	1.61	780	992	
Ohio	194	180	1,092	1,149	1,243	108	1,027	1,042	91	1.50	1.59	1,540	1,656	
Indiana	41	46	315	336	348	104	301	316	89	1.98	1.98	595	626	
Illinois	65	61	613	687	699	102	602	655	92	1.74	1.84	1,050	1,202	
Michigan	109	93	638	714	713	100	645	686	89	1.59	1.73	1,024	1,184	
Wisconsin	88	87	497	501	517	103	479	485	92	1.69	1.58	811	765	
Minnesota	83	71	407	370	368	99	393	339	81	1.75	1.76	689	597	
Iowa	53	52	426	431	451	105	413	410	90	1.61	1.89	665	776	
Missouri	48	43	433	475	495	104	421	458	91	1.57	1.61	659	739	
Delaware	6	6	13	15	14	93	12	14	82	1.50	1.50	18	21	
Maryland	32	30	217	252	261	104	211	242	95	1.72	1.67	363	405	
North Carolina	30	31	779	796	953	120	726	723	98	1.80	1.95	1,309	1,410	
Florida	12	13	1,527	1,847	2,257	122	1,443	1,697	100	1.05	1.16	1,518	1,977	
Tennessee	18	20	329	376	419	111	311	346	88	1.74	1.74	540	602	
Texas	72	62	1,393	1,573	1,649	105	1,321	1,513	96	1.39	1.41	1,831	2,130	
Colorado	19	18	217	240	249	104	192	218	88	1.53	1.70	294	371	
Washington	34	36	415	483	514	106	394	453	94	1.63	1.66	641	750	
Oregon	19	18	404	385	392	102	376	363	79	1.36	1.37	513	498	
California	33	28	2,351	2,466	2,782	113	2,291	2,339	99	1.15	1.26	2,630	2,948	
23 States	1,540	1,455	13,950	15,120	16,354	108	13,403	14,260	93	1.46	1.54	19,595	21,938	

1/ Equivalent wholesale value of all sales.

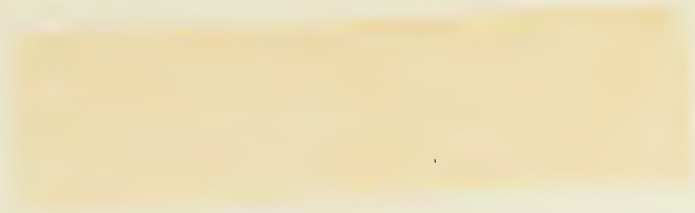
Table 12.--Foliage Plants for Indoor or Patio Use: Number of producers, square feet in production, net value of sales, 1968 and 1969, and indicated area in production, 1970, in selected States

State	Producers		Square feet in production			Net value of sales 1/		Percent of sales	
	1968	1969	1968	1969	Intended 1970	1968	1969	1968	1969
	Number		- - 1,000 sq. ft. - -			1,000 dollars		Percent	
Massachusetts	28	29	246	208	208	1,071	949	53	69
Connecticut	23	24	54	65	63	145	151	85	70
New York:									
Upstate	53	62	158	142	142	305	363	82	78
Long Island	29	25	389	358	359	1,041	876	96	96
New Jersey	42	35	196	197	167	536	529	95	95
Pennsylvania	81	62	312	304	299	1,021	899	86	84
Ohio	78	68	304	283	264	1,578	1,853	94	96
Indiana	*	*	*	*	*	*	*	*	*
Illinois	26	18	70	58	59	335	294	73	79
Michigan	35	26	150	157	159	529	629	91	93
Wisconsin	35	34	50	48	48	125	135	86	92
Minnesota	35	34	68	57	57	236	175	62	44
Iowa	23	19	38	12	12	53	35	56	57
Missouri	30	34	45	83	85	68	105	44	48
Delaware 2/	---	---	---	---	---	---	---	---	---
Maryland 2/	13	19	87	88	88	357	418	89	82
North Carolina	14	10	12	14	14	39	40	31	23
Florida	153	140	25,034	25,874	26,822	13,757	15,497	99	99
Tennessee	6	10	11	17	17	29	52	99	100
Texas	109	106	1,088	1,419	1,463	869	1,478	77	87
Colorado	*	*	*	*	*	*	*	*	*
Washington	25	33	115	154	155	187	348	91	74
Oregon	17	12	66	55	55	143	152	96	99
California	52	58	1,405	1,836	1,884	3,028	3,675	95	85
Unallocated	32	32	97	94	95	476	505	95	96
23 States	939	890	29,995	31,528	32,515	25,928	29,158	93	93

* Unallocated to avoid disclosing individual operations.

1/ Gross value of sales less cost of plant material purchased from other growers for growing on.

2/ Delaware combined with Maryland to avoid disclosure of individual operations.



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STATISTICAL REPORTING SERVICE
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